

# Customer User Research, Experience and Development

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G-Cloud 12

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# Who Are We?

**Our mission is bold yet simple.**

We are an innovation and change consultancy dedicated to transforming the face of public services.

With our clients, we design, build and embed high-performing and financially viable organisations able to deliver sustainable, efficient, customer-centric services focused on the things that really matter. Together we strive to make a meaningful difference to the lives of millions of people through building vibrant local communities, enhancing quality of life and protecting the vulnerable.

12  
million

Children and their families receiving more joined up support through our work in children's services

2.5  
billion

People breathing cleaner air through our work with a premier supplier of catalytic converters

Putting people at the heart of what we do

8.7  
million

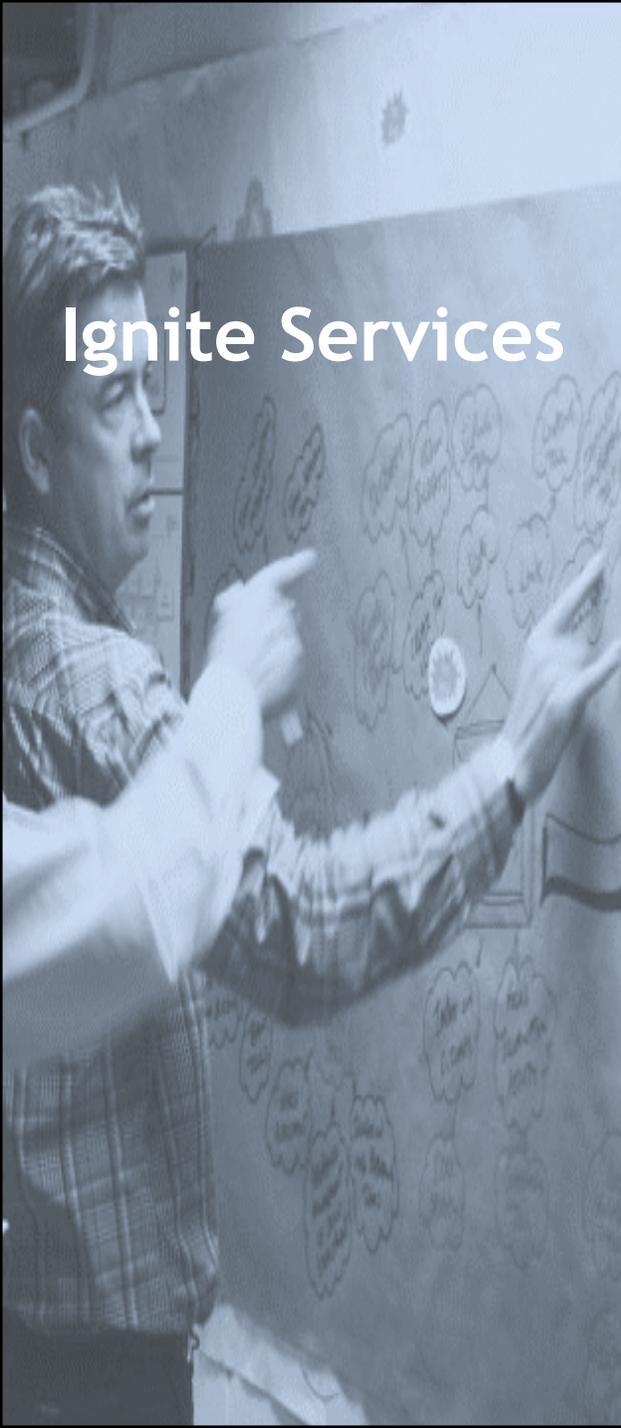
People able to walk the streets more safe through our work in local policing

4.5  
million

People with greater confidence in responsiveness of their local ambulance service

1.6  
million

People able to rely on the essential services they receive from their local authority



# Ignite Services



## Strategy

Our work aims to address fundamental, system-wide challenges and help organisations rethink their role and relationship with the community.

- Strategy Alignment - Ensuring organisational activity is completely aligned to a compelling strategy
- System Change - Resolving the big system-wide demand challenges that require the involvement of partners across public services
- Community Building - Changing the role of the organisation and its relationship with its citizens by unlocking the capacity and capability of the community
- Merger and Shared Services - Merging whole organisations or just single services
- Commercialisation - Unlocking the commercial potential of organisations
- Commissioned Service Reviews - Unlocking savings from the commissioned and purchased costs base.

## Transformation

Transformation is about creating modern, digital, customer centric operating models that enhance services and meet pressing financial challenges.

- Future Modelling - Creating a sustainable platform for the future through whole organisation transformation
- Digital and Channel Strategies - Reshaping the way customers access services and use technology
- Service Innovation - Creating breakthrough solutions for single services or for critical issues
- Specialist Services - Applying our specialist knowledge to pressing issues or opportunities (Property, HR, Technology, Leadership, Governance).

## Change Management

At one level change management is simple. It is about ensuring that the human beings affected by change are ready, willing and able to operate at their peak once that change has been implemented.

- Bringing a framework and approach
- Building change capability - change leaders, change managers and change networks
- Establishing change governance and readiness monitoring
- Leading the change stream - experienced people to shape and deliver the workstream and to role model good practice for team members
- Subject matter expertise in specialist areas, e.g. engagement and communications, culture change, HR, training development
- Accredited change training (APMG).

## Enterprise Programme Management

Enterprise programme management is about helping organisations develop and manage complex portfolios of projects and programmes.

- Bringing a governance framework and approach. Building and reviewing portfolios - ensuring it is structured to deliver
- Delivering your portfolio - establishing and running the governance to ensure delivery of benefits
- Programme health checks - dipping in to diagnose how things are working
- Programme delivery - leading programmes and projects, role modelling good practice for team members
- Building capability - senior responsible officers, programme managers, and project managers
- Establishing governance and monitoring - creating and running an ePMO function.

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# Customer and User Research, Experience and Development

## Service Definition

Service delivery and customer expectations are rapidly changing. Ignite provides leadership and support to help build an understanding of your customer personas, managing demand and building capability in your organisation to design customer centred services. Our data driven insights enable evidence-based decision making and put the customer voice first.

## Features

- Full leadership of the project or training, advice and guidance
- Customer personas, value mapping and engagement
- Customer and staff interviews, focus groups and research labs
- Website reviews and web behaviour tracking
- Single view of the customer including data modelling and benchmarking
- Creation of prototypes and wireframes
- User Acceptance Testing; both internally and with customers
- Maturity assessments for data management, optimisation, culture and aptitude
- Bespoke training courses in service design and co-creation workshops
- Roadmap development aligned to organisation strategy

## Benefits

- Creation of customer driven journeys; building services around customer need
- Greater customer intelligence around service access and customer impressions
- Development of new customer pathways to improve customer experience
- Data-driven understanding of customer personas and changing priorities
- Data-driven understanding of customer engagement to enable demand management
- Increase revenue and/or reduce cost of service delivery
- Flexible approach that aligns with organisational goals
- Internal capability built to undertake customer research and UAT

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A man in a plaid shirt is pointing at a whiteboard covered in diagrams and notes. The image is in black and white with a blue tint.

# Additional Information

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## Planning

We provide a tailored planning solution throughout the project/programme lifecycle. Our approach is fully customisable but would include aligning the customer vision and strategy to organisational objectives and establishing a target culture and organisational values. We will identify and assess the key inputs to the project/programme design; including existing and emerging policies, constraints, and opportunities; taking into account your organisational maturity and readiness. We will also inform our planning activities by using customer insight and intelligence to embed the customer voice into the project/programme, managing and seeking feedback from stakeholders. Our business case will assess and validate potential benefits, investments, and resourcing implications, developing a roadmap which identifies the sequencing and interdependencies of the project/programme. We will help with setting up appropriate governance structures and engage with your team to deliver the outcomes of the programme. During the planning process we can draw on our specialist expertise in strategy development, programme and project management, organisational change, communications, human resources, procurement, finance, service design and technology.

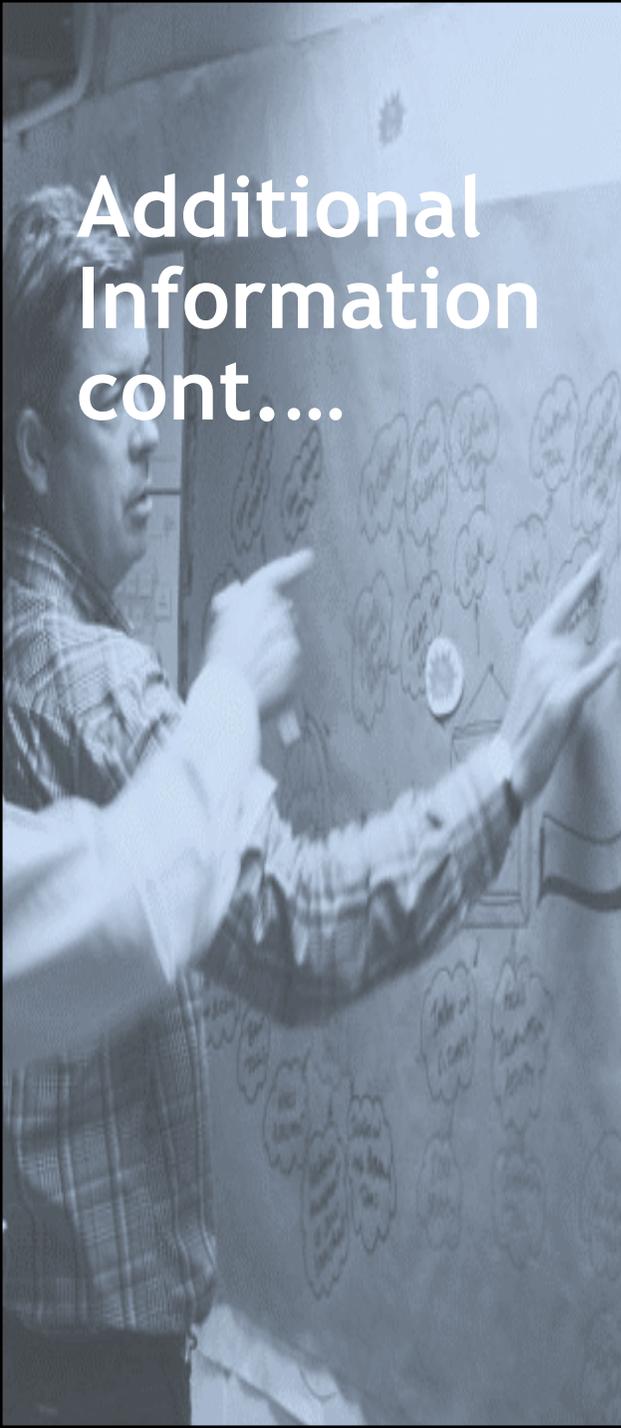
## Training

One of Ignites core values is to 'Develop Capability'. You can be assured that we will always support your team to become better equipped to deliver change and unlock performance. Our approach establishes where you are now and where your training needs are to achieve your goals. Whether your staff have little or lots of experience in the topic or environment, we strive to help them fulfil their potential, do the best work of their lives and continue to add value long after the end of the assignment. We create tailored training plans that are right for you.

## Quality Assurance/Performance

We work with you to clearly articulate and document the objectives and scope of this service to ensure that there is absolute clarity of understanding and deliverables. Progress towards achieving deliverables can be reported as regularly as you require.

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# Additional Information cont....



## On-Boarding and Off-Boarding

We work in partnership with our customers to ensure the right candidates and services are assigned and working effectively. In consultation with our customers, a clear set of outcomes will be delivered to time and agreed budget. Collectively we will agree clear milestones to ensure exit plans prior to the commencement of the assignment.

## Ordering and Invoicing

Ignite abide by the G-Cloud terms and conditions framework agreement. We place great emphasis in agreeing with our clients the scope, timeline and deliverables and outcomes prior to work commencing as part of the call off contract. This will then create an agreed purchase order. Ignite and the Customer will then proceed and commence the relationship.

Invoicing will typically be based on the submission of monthly timesheets and any expenses for the consultants providing the service, along with our invoice. Payment terms are 30 days.

## Termination Terms

No additional termination terms beyond the Framework Agreement

## Customer Responsibilities

We will work with the Customer and agree at the start of any relationship a clear roles and responsibilities process and mutually agree who needs to be Responsible, Accountable, Consulted and Informed.

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